Table of Services
Under the NOAA Coastal Services Center
Social Science Contract

Service	Description
ANALYSIS	
Audience analysis	An in-depth inquiry into the thoughts, preferences, biases, and needs of the target population to improve the effectiveness of outreach and communication.
Content analysis	A type of secondary data analysis used to analyze text, including interview transcripts, newspapers, books, manuscripts, and websites to determine the frequency of specific words or ideas.
Cost-benefit analysis	An analytical framework for identifying, quantifying, and comparing the costs and benefits (measured in dollars) to society as a whole of a proposed policy action.
Demographic analysis	A study of the characteristics of human population as a whole (e.g., size, growth, density, and distribution) or in their composition (e.g., age, sex, race). Demographic analysis provides insights into the links between these characteristics and the cultural, economic, geographic, and other social attributes present in a given area.
Market economic analysis	The study of the characteristics of the economy, including income, employment, sales, and taxes. Includes economic impact analysis, a method of determining the broader economic effects of a change in demand due to a proposed policy action.
Organizational/institutional analysis	A systematic study of people's collective behavior in formal and informal institutions or of the roles of governmental and other institutions in the formulation and implementation of public policy.

Policy analysis	A systematic evaluation of the technical and political implications of alternatives proposed to solve public problems. Policy analysis refers to both the process of assessing policies or programs, and the product of that analysis.
Social network analysis	A method used to collect, analyze, and graphically represent data that describe the relationships within and between groups of people or organizations. It can also be used to represent how people interact with specific resources.
ASSESSMENTS	
Evaluation	A systematic acquisition and assessment of information to provide useful feedback about some object. Evaluation work involves collecting and sifting through data, making judgments, about the validity of the information and of inferences derived from it.
Needs assessment	A systematic investigation of audiences and issues. A successful needs assessment should identify the appropriate nature and content of future products, programs, and projects. A needs assessment provides information to help managers make the correct choices to create a desired or demanded change. Includes formative and summative approaches.
Social assessment	A social assessment is used to understand types of social structures, processes, and changes within a specific group or community. Social assessments encompass a review of political, social, and economic trends that may affect the group or community of interest and provide information about the social environment in which natural resource management occurs.
TOOLS AND METHODS	
Facilitation	A process in which a neutral person helps to lead a group to help them improve communication, examine and solve problems, and make effective decisions.
Focus group design and implementation	A structured process in which a number of participants, typically 8 to 12, are asked their opinion on predetermined questions. The goal of

	focus groups is typically not to achieve consensus but rather to get a range of opinions and ideas and to understand perspectives.
Nonmarket valuation	A set of methods to estimate the net value of goods and services that are not commonly bought and sold in markets.
Performance measure development and tracking	The creation of objective descriptions and quantitative measures to determine progress toward specific defined organizational objectives. Tracking of these measures involves the systems designed to identify measures that when aggregated, provide a holistic view of the issues in order to assess conditions.
Public participation and engagement	A process that involves those who have an interest in or are affected by a decision to ensure a greater understanding of attitudes, perceptions, and values. Engaging interested parties allows for better outcomes or decisions, garnering public support, raising issues, solving conflicts, and creating relationships.
Risk communication	An interactive process involving the exchange of information and opinion among individuals, groups, and institutions including the discussion about risk types, levels, and methods for managing risks. Effective risk communication uses knowledge and understanding of behaviors, how people perceive risk, and what motivates them to act to reduce risk.
Community-based social marketing	A technique that seeks to influence social behaviors to benefit the target audiences and the public. Includes identification of behaviors and the barriers and benefits to address those behaviors. Methods involve the community to ensure the adoption of new behaviors.
Survey design and implementation	A standardized list of questions that may be administered formally or informally by mail, telephone, Internet, or in person to collect specific information from multiple individuals.
Science to management	Effective translation of social science technical information for use by national resource managers and other non-specialists.